

EASTERN EUROPEAN ART

Victory Art

BREAKING STEREOTYPES, BUILDING NEW PERCEPTIONS

WELCOME

Before we begin

- Please be mindful of others when speaking
- Keep your microphone off until the Q&A
- Be respectful
- Have a good time!

In cooperation with:



SEMINAR SCHEDULE

Add to your calendar

- 30.09.2021: The art industry and market part 1
- 07.10.2021: What do the art industry and tech have in common
- 14.10.2021: ART INDUSTRY FROM A BUSINESS PERSPECTIVE
- 21.10.2021: How to stay consistent and build your brand
- 28.10.2021: How to build a kick-ass portfolio
- 04.10.2021: Advice and recommendations for artists, working across borders, and how diversity can be a key to success
- 11.11.2021: How to reach your audience
- 18.11.2021: Social media strategies
- 25.11.2021: Building partnerships with galleries
- 02.12.2021: Building partnerships with galleries for collections
- 09.12.2021: How to build and maintain relationships with your clients
- 16.12.2021: Career and experiences, mistakes to avoid, and how to deal with negative feedback

SEMINAR CONTENT

What we will discuss

Know yourself part 1

- From a business perspective
- How to find your style
- How to balance



KNOW YOURSELF

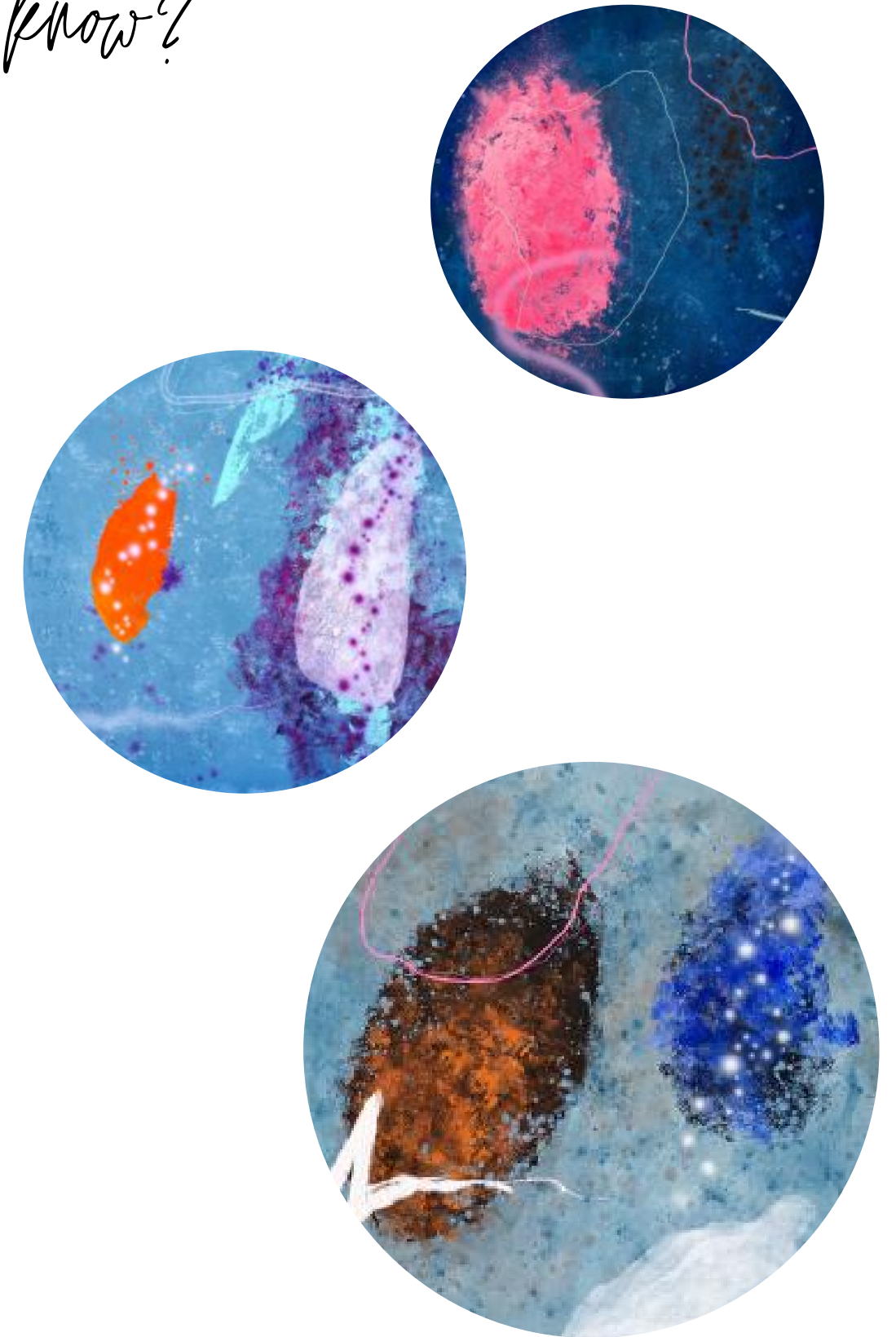
What do you need to know?

From a business perspective

- Important to know how to make your art reach people

Ask yourself:

- What is your style?
- What is your value?
- What are you willing to do?
- How can you as an artist make the most out of it?



KNOW YOURSELF

What do you need to know?

From a business perspective

- Pricing is critical
- Price matches time and effort put into the piece
- After-sales service is important
(packaging, customer service, getting positive feedback from buyers)



KNOW YOURSELF

What do you need to know?

Style

Style is learned, adopted, manipulated, and developed over time.

- Style is a combination of your voice, techniques, color choices, compositions, subject matter, media, and more
- Style continues to grow and evolve over time



KNOW YOURSELF

What do you need to know?

Style

Understanding your style can help you quickly plan strategies and target your audience groups.

Ask yourself:

- Are there elements of design that tie your pieces together?
- What themes show up in your art most often?
- What kind of subjects are you drawn to? Many or a few?
- What kind of art do you enjoy creating at the moment?
- Does your art stand out against the work of other artists?



KNOW YOURSELF

What do you need to know?

How to figure out what your style is

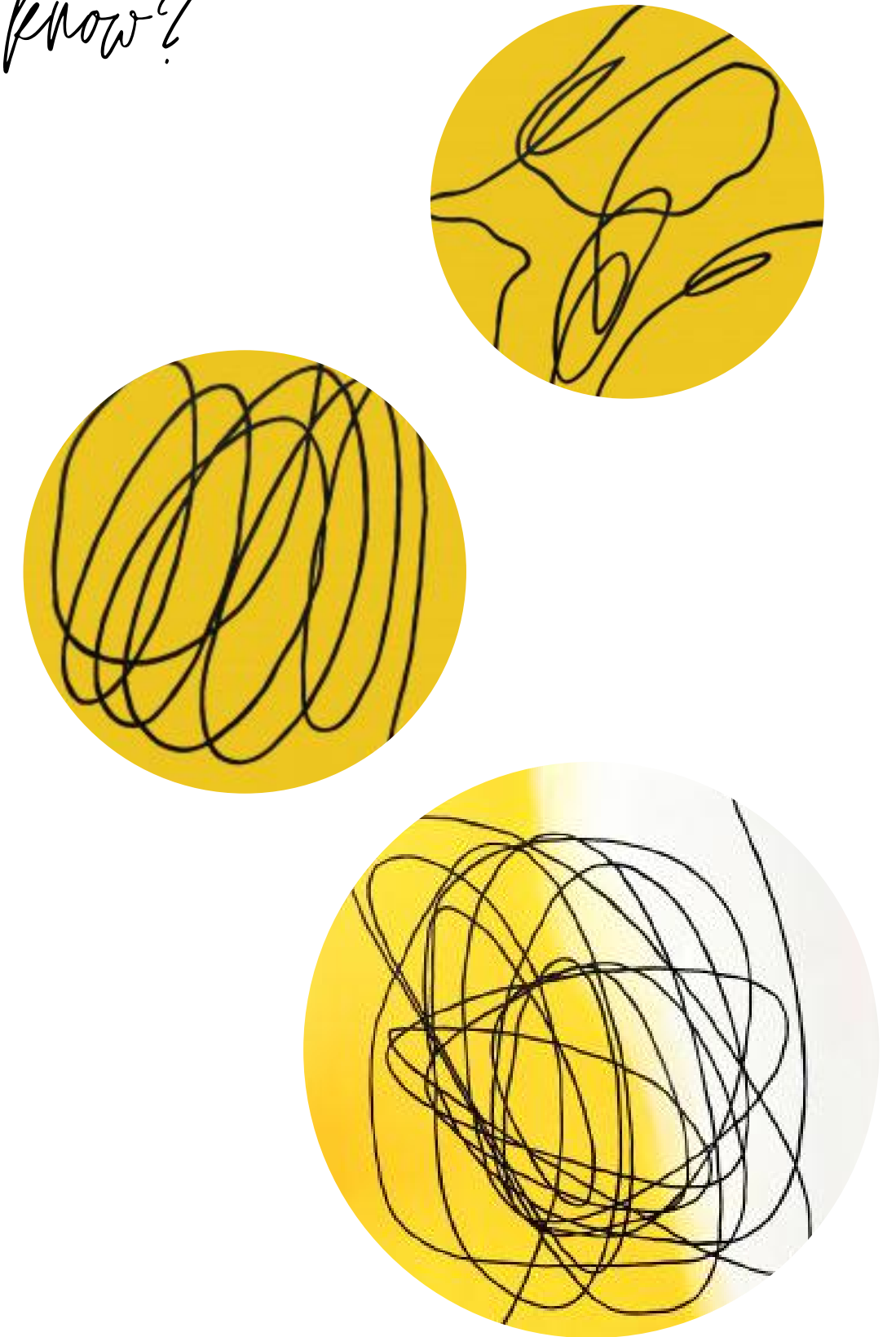
As an artist, you must be able to distinguish yourself and your art from other talented artists.

Multiple styles

- You are allowed to have multiple styles, but note that different styles will attract different audiences
- Different styles also require different marketing strategies for each style

Style vs subject matter vs medium

- You don't have to stick to a single medium



KNOW YOURSELF

What do you need to know?

How to figure out what your style is

1. Be devoted to your studio practice

- The most important thing to become a professional
- Commitment is critical

2. Draw, doodle, write

- Get into the habit of writing and drawing everything
- Capture your brilliance before it disappears
- Many artists gain insight into their art by blogging (if you don't want to keep up with a blog, you have to learn to be articulate about the work)



KNOW YOURSELF

What do you need to know?

How to figure out what your style is

3. Look at art

- Look at lots of art.
- Don't be afraid of copying other artist's styles, that's how you learn to develop your own
- **NOTE:** COPYING IS ALRIGHT FOR PRACTICE, BUT NEVER SELL ART THAT WAS COPIED!
- Only start selling your art once you have found your own style



KNOW YOURSELF

What do you need to know?

How to figure out what your style is

4. Allow yourself to experiment in the studio

- Take classes to acquire skills with new mediums and techniques or learn from a new teacher
- You don't have to market to sell. you should market to grow as an artist



KNOW YOURSELF

What do you need to know?

How to figure out what your style is

5. Step away from the art

- Difficult to evaluate process while creating
- Know when it's time to take a step back and return with fresh eyes

6. Evaluate the work to this point

- After taking a break, look at your work critically
- Figure out strengths and weaknesses
- Ask a variety of people for opinions

7. Repeat

- Developing your style and making good art is the result of being devoted, so keep doing all the steps again.



KNOW YOURSELF

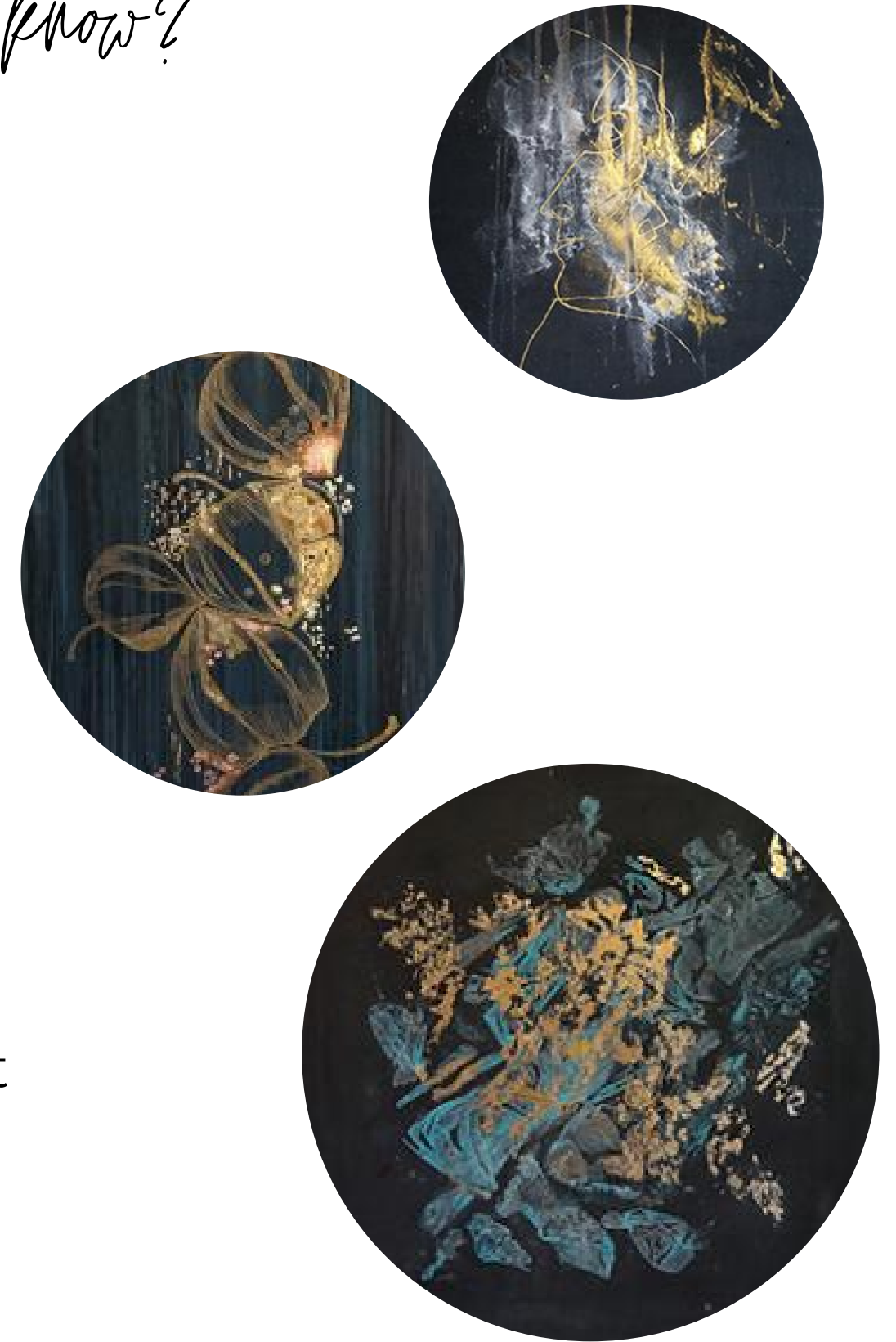
What do you need to know?

What is the value of your art?

- Your background
- Your experience
- What are you willing to do?

ARE YOU WILLING TO TAKE A COMMISSION JOB?

- Help you to earn good reputations and long-term relationships with clients.
- Asks the artist to have great communication with clients
- Have a deep understanding of what they want to present through the artwork.
- Great way to train artists to have a business mindset.



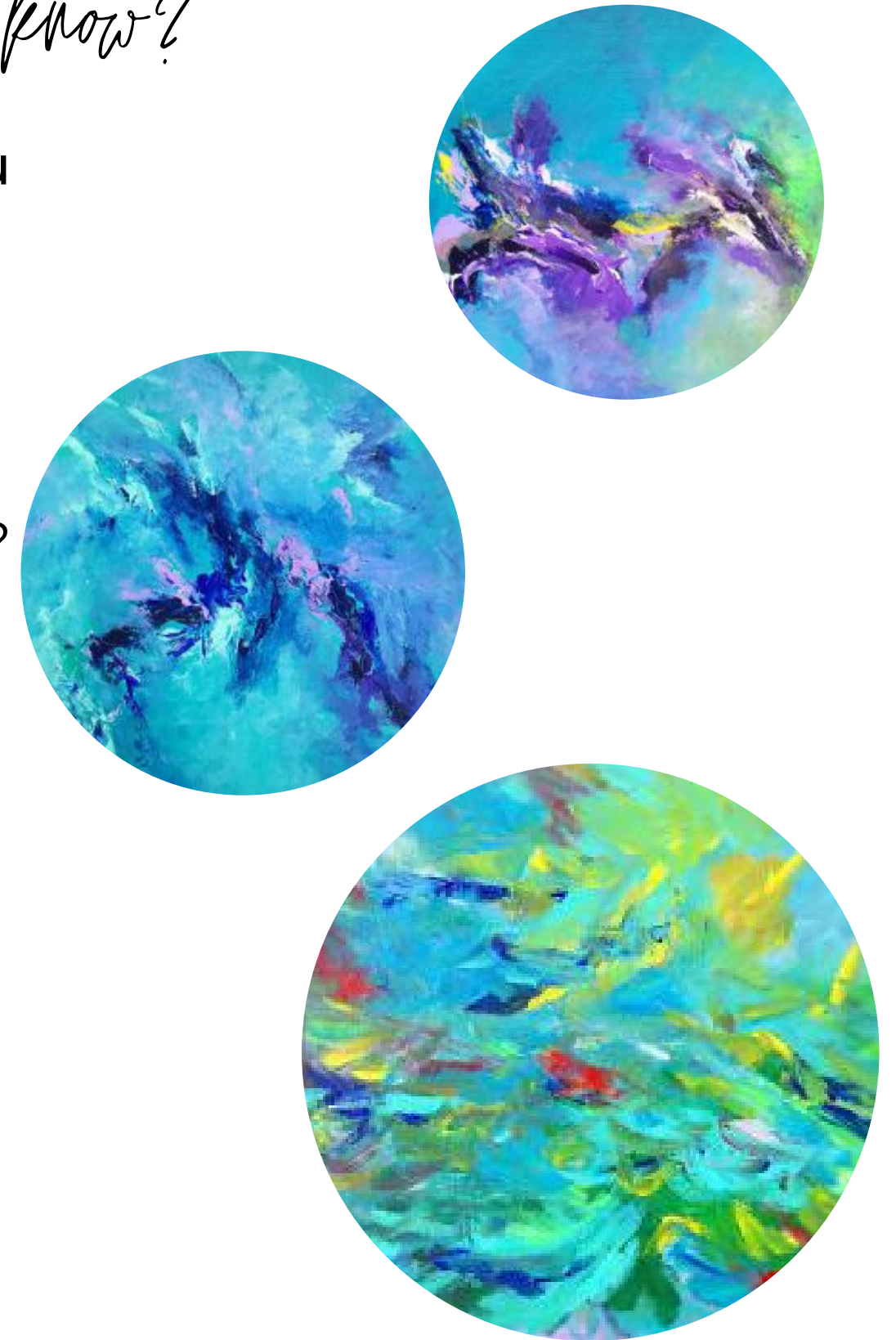
KNOW YOURSELF

What do you need to know?

Why finding your style as an artist might not mean what you think

What do you think will happen after you found your style?

- Will you suddenly find making art really easy, all the time?
- Will you always know exactly what to do at every stage of a painting?
- Will you only ever make 'good' art? {Don't even get me started on that one!}
- Will you suddenly start finishing all your paintings?
- Will you bash out a perfectly cohesive body of work, find a gallery that wants to sell it, and live happily ever after?
- Will all your work look more or less the same? Does that feel exciting to you?
- Will you be confident about your work and your abilities all the time?



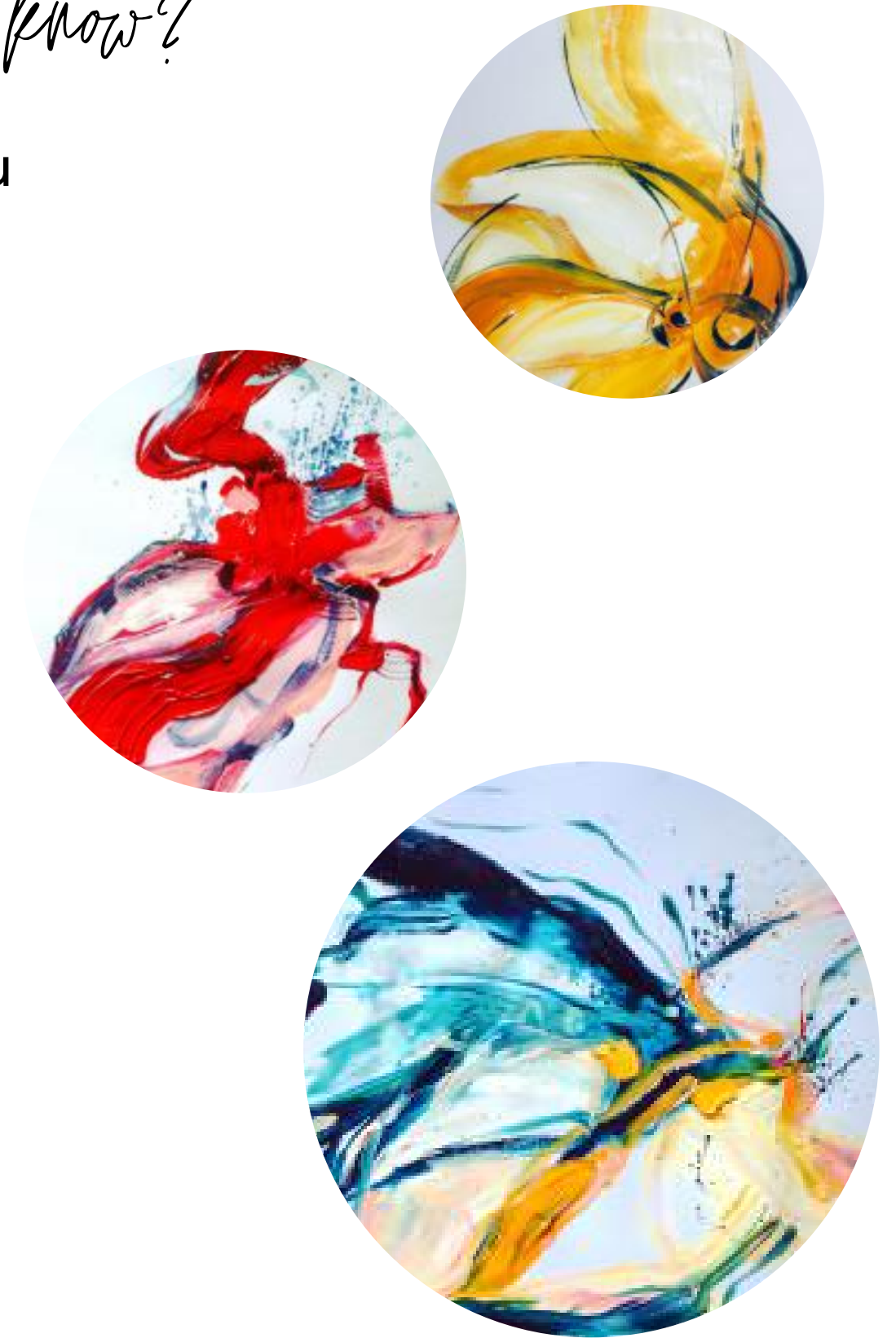
KNOW YOURSELF

What do you need to know?

Why finding your style as an artist might not mean what you think

Why exactly do we want that, what do we think it will bring us, and what will we make that if it actually doesn't?

- Art is never just one thing
- You have the power to let your curiosity run free
- An outsider easily sees consistency, but the art should mean something to the artist
- Don't lose the feeling of doing art
- Personal confidence and satisfaction is key



KNOW YOURSELF

What do you need to know?

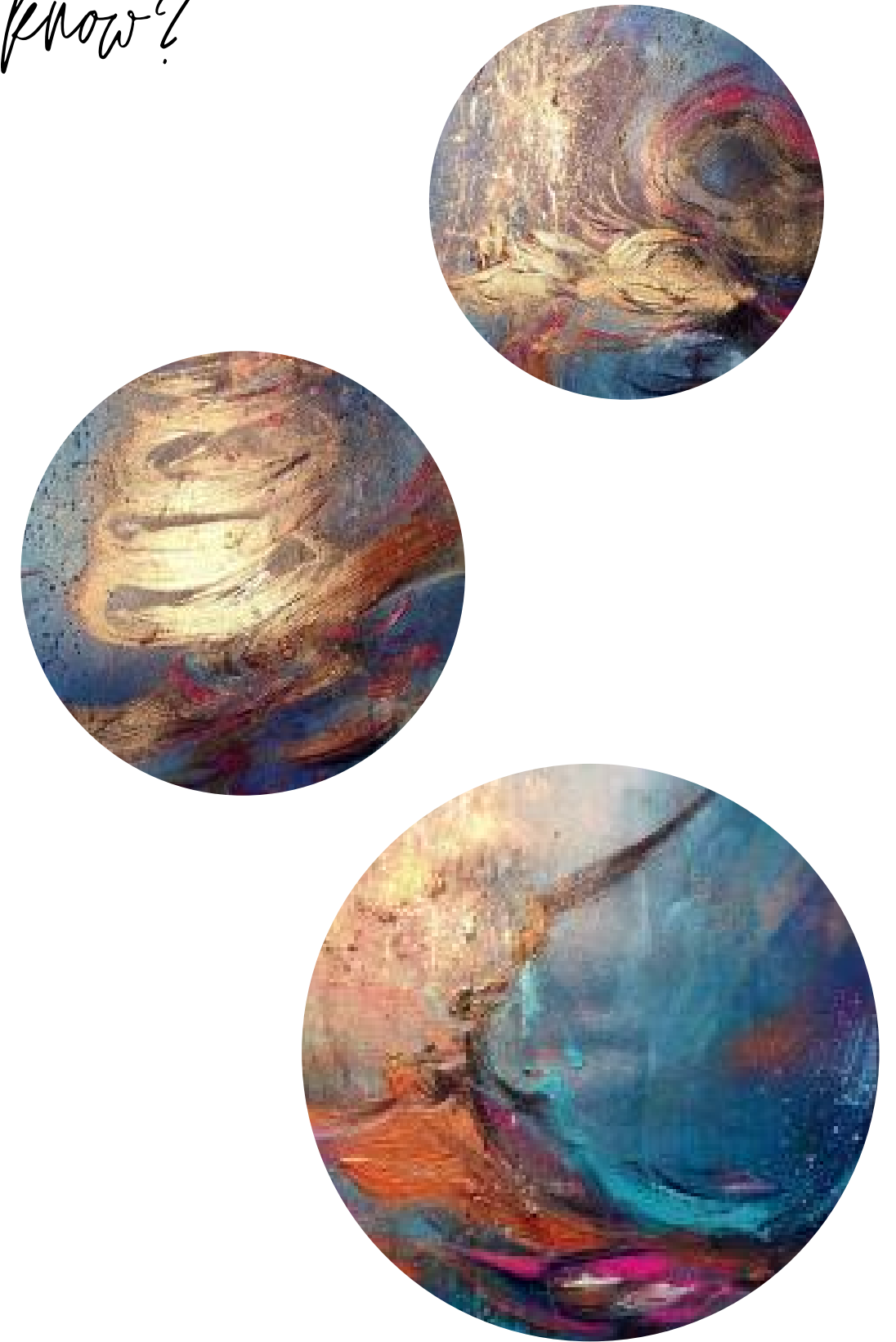
To conclude

- Think like a business owner, not just an artist
- Keep others updated about the status of shipping
- Be ready to face the hardship of being an artist

- Not all entrepreneurs artists, but all artists are entrepreneurs artists

An artist has to:

- Understand their workflow
- Make a schedule
- Set short term goals
- Define what Success Means to you



KNOW YOURSELF

What do you need to know?

How to balance

Common question: how to balance out business and making art?

- Take the time to feel inspired and create at and have meetings on discussing business
- How will you manage to balance without getting burnout?



KNOW YOURSELF

What do you need to know?

Let go of perfectionism

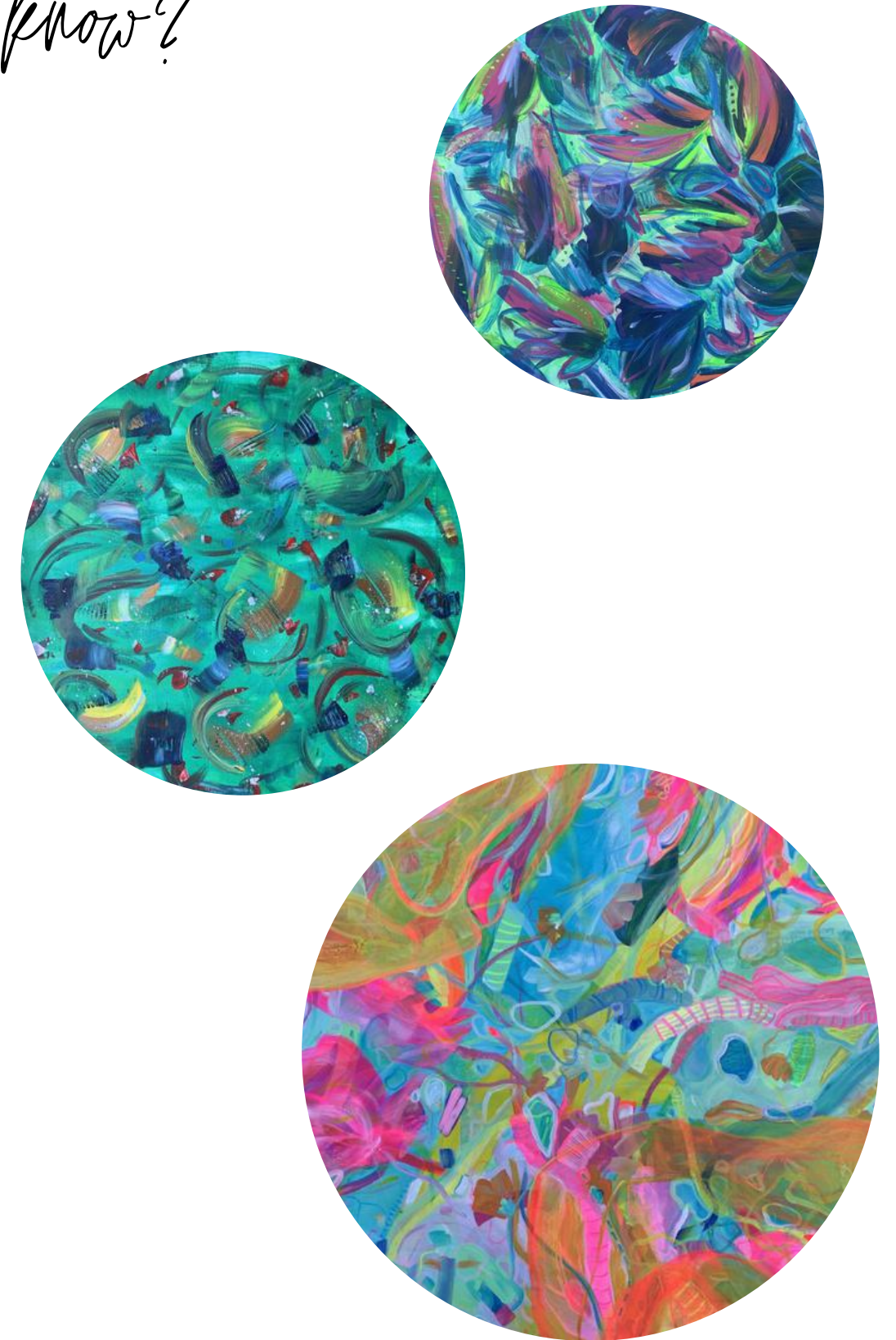
- Nothing is perfect
- Setting a deadline for completing your art helps overcome perfectionism

Unplug

- Time to shut your phone off and live in the moment
- Make quality time for yourself

Exercise and meditate

- Effective stress reducer
- Balance is also taking care of yourself
- Minor effort and do not take up a lot of time



KNOW YOURSELF

What do you need to know?

Limit time-wasting activities and people

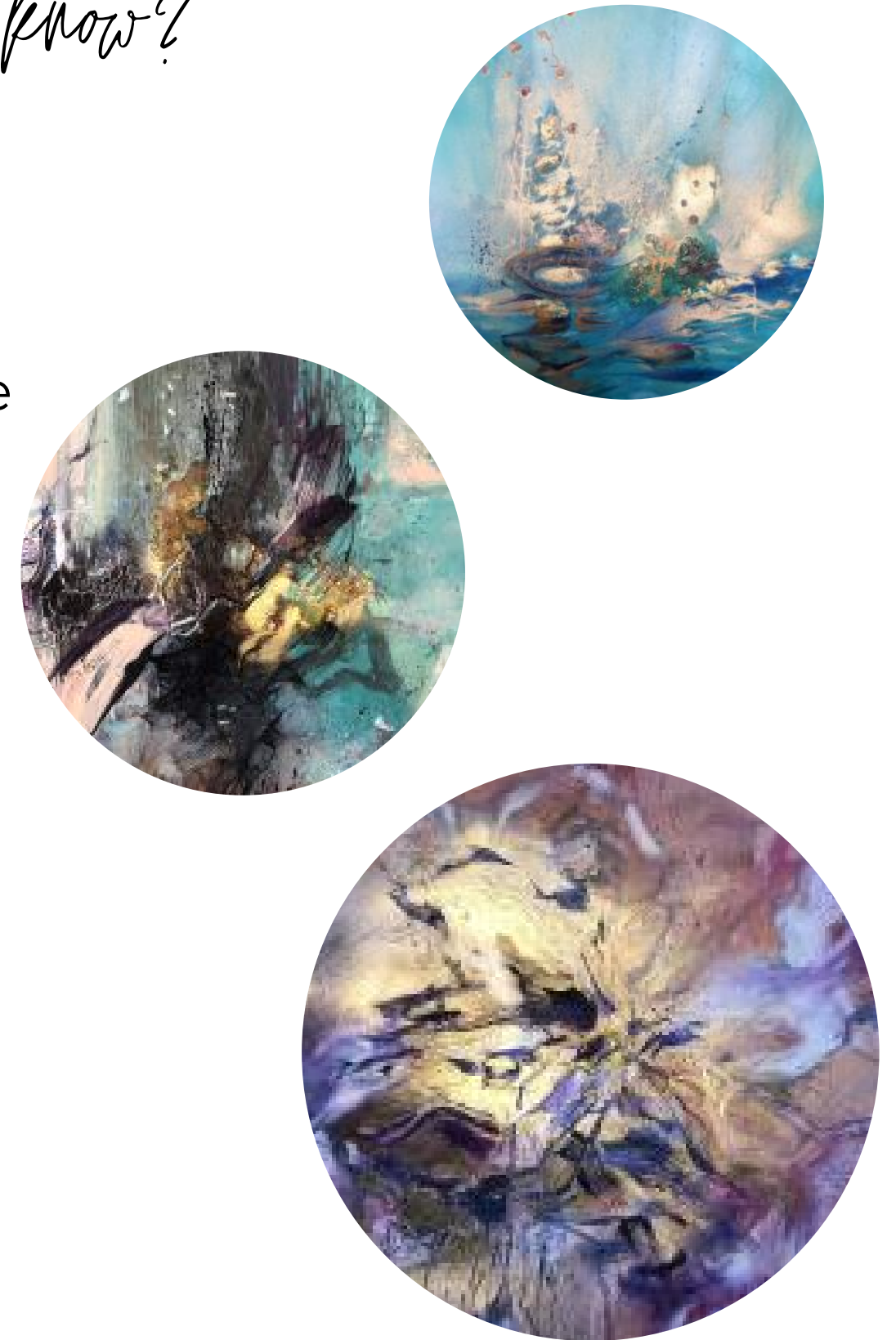
- Identify what's most important in your life
- Determine priorities and draw boundaries to devote time to the people around you
- Easier to determine what needs to be done
- Focus on people and activities that reward you the most

Change the structure of your life

- Ask yourself: what changes could make your life easier?
- Focus on activities you specialize in and value most

Start small, build from there

- Don't commit to drastic changes
- Work your way up



KNOW YOURSELF

What do you need to know?

Making a schedule and REALLY following it

- Being a freelancer/independent doesn't mean that you can do whatever you feel like
- Setting "office hours" is important

Set a fixed time for creating, business approaching

- Sending emails
- Searching for possible opportunities
- Social media maintenance (marketing and managing updates)
- Relaxation time (you don't want a burnout!)



NEXT WEEK'S TOPICS

What will we discuss?

Know yourself part 2

- Recap of today
- How to stay consistent and build your brand
- How to create a consistent style



ASK US ANYTHING!

Q&A

**DON'T FORGET TO SIGN UP
FOR OUR FREE
CONSULTANCY SESSIONS!**

STARTING NEXT YEAR

CONTACT US FOR MORE INFORMATION

THANK YOU FOR JOINING US!

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